

OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: MINORITY/WOMEN & SMALL BUSINESS ENTERPRISE (M/WSBE)



ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

Goal Statement

To provide minority, women, and small businesses with a means of participation in Leon County's procurement process for the purpose of achieving economic parity among all Leon County vendors.

Strategic Initiatives/Support Highlights

Economy

- Reviewed Leon County's competitive procurement opportunities to determine the feasibility of aspirational goals for local, certified minority-owned and women-owned business enterprises (M/WBEs), and for set-aside opportunities to boost participation among local, certified small business enterprises (SBEs).
- Provided staff support for the Leon County Minority, Women, and Small Business Enterprise Citizen Advisory Committee in reviewing programmatic functions for assisting certified vendors and identifying opportunities and strategies for continued program improvement.
- Supported and staffed local business education workshops and other networking events (Small Business Week and Minority Enterprise Development Week) provided to small business owners for the enhancement of their daily operations.

Contact Us

(850) 606-1650
www.LeonCountyFL.gov/MWSBE

MANAGING MINORITY-OWNED, WOMEN-OWNED & SMALL BUSINESS NEEDS

- In a continuous effort to support local businesses and to promote parity with local, certified minority-owned and women-owned businesses:
 - » During FY15, Leon County expended approximately \$2.4 million in contractual payments and the direct purchase of goods and services from local small businesses; including certified minority, women, and small business enterprises participating in Leon County's procurement process as a prime contractor and/or subcontractor.
- The MWSBE Division collaborated with its community partners to co-sponsor, plan, and staff the local observations of Small Business Week and Minority Enterprise Development Week events. This resulted in the effective engagement of citizens through the provision of networking opportunities, business development training and workshops that were offered at no cost to the participants. In addition, the Division participates as a member of the Alliance for Entrepreneur Resource Organizations (AERO).
- The Division demonstrated performance and results through its continuous monitoring of Leon County's procurement activities, which allows for quick notification of certified small, minority-owned and women-owned businesses regarding Leon County procurement opportunities. In addition, the Division provided information to internal and external customers regarding certified vendor availability.
- Leon County hosted the "Strategic Branding Workshop" in recognition of Entrepreneurship Month. The workshop provided small business owners and entrepreneurs with strategies for differentiating their businesses from their competitors in a saturated market.



M/WSBE Workshop

- Leon County and Tallahassee Community College co-hosted "Business Solutions That Impact Your Bottom Line," a free workshop focusing on strategies business owners could utilize to improve customer service and increase their bottom line.



Did You Know

During FY15, Leon County expended approximately \$2.4 million in contractual payments and the direct purchase of goods and services from local certified M/WSBEs.